

**IN PORTLAND**

L. E. Dick went to Portland Tuesday to look into the possibility of acquiring a wartime job. Since gas and oil rationing have placed limitations on deliveries to the point where Edwin, Jr. can handle both

office and delivery operations, the senior Dick decided he would try to boost the war effort in one of the war industries.

**SNOW, MUD HINDER TRAVEL**

Mr. and Mrs. L. J. Burnside were in town Tuesday from their

ranch in the Hardman section. This was their first trip out since Christmas due to road conditions which deep snow and mud have made next to impassable.

**RETURN HOME**

Mr. and Mrs. R. B. Rice returned

to their Morrow county home Sunday after spending the winter at Junction City. They report a pleasant winter in the upper Willamette valley, both are well and glad to get home.



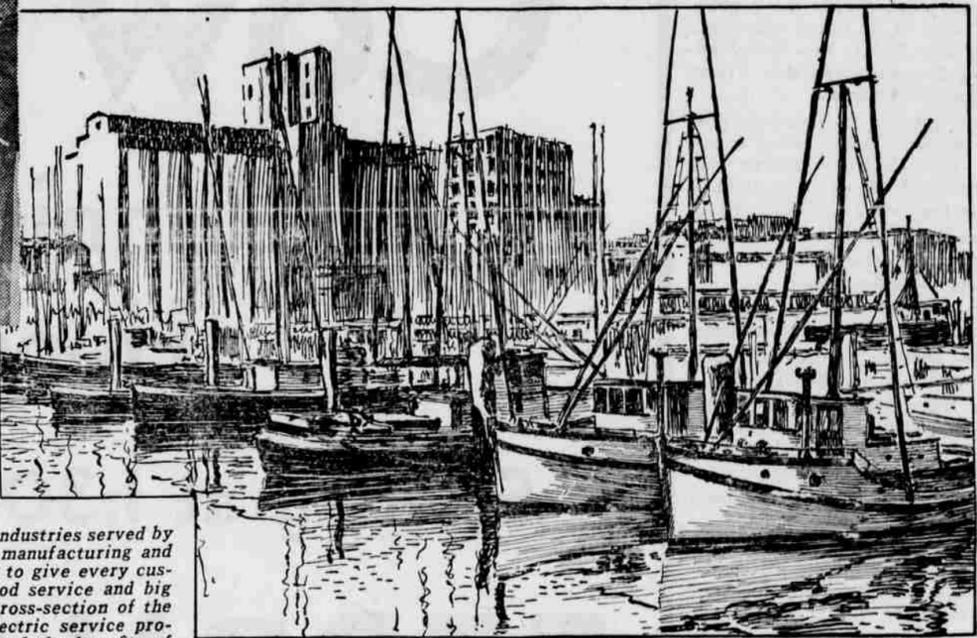
Not everybody with a dollar to spare can shoot a gun straight—but everybody can shoot straight to the bank and buy War Bonds. Buy your 10% every pay day.

# Here's the 'Man on the Ground' in our Astoria District...



ARTHUR STUART "Art" DEMPSIE (right), District Manager at Astoria since 1929, just finished his 24th year with PP&L. Art joined the company after World War I, in which he served as Corporal in 834th Aero Squadron. Beginning job was with the old Astoria street railway system. Art next spent a year in the Portland office, then four years as manager at Seaside before returning to the Astoria district. The Dempsie family includes an adopted daughter, also a nephew they reared, who now is a U. S. Army Sergeant. (Photographer found Art with PP&L plant operator Cliff Cloutts, checking a condenser pump bearing)

One of a series of twelve advertisements about the men who manage PP&L business in Oregon and Washington



Fishing, lumbering, dairying, shipping—are among the important industries served by PP&L in the Astoria district. Combined with the wheat, fruit, manufacturing and similar diversified industries of 11 other districts, PP&L is able to give every customer the benefits of an efficient, rugged system that gives good service and big value, year in and year out. Because PP&L serves a complete cross-section of the great Columbia Basin, users all over the system have their electric service protected against local adversities, and through the years have found the benefits of business-managed system operation reflected consistently in lower and lower rates.

● Being one of the twelve PP&L District Managers isn't the *biggest* job in Clatsop County. But it's an important job to *you*, and to *us*, and it's a lot of hard work for Art Dempsie.

None of our District Managers got there by the "Amos 'n' Andy" route. In fact the 12 PP&L district managers have accumulated, altogether, 295 years of experience with this company alone!

Some of them started in, as Art did, in one of the operating departments, some of them in construction, climbing poles and handling "hot" wires—in spite of rain, wind, sunstroke-weather, and icy roads.

Then, after a few years of working through other departments, somebody picked them out to sit at a desk and run things in their Districts.

The desk comes *last*—not first. The boss who does the picking came up the hard way himself.

And it's the same in every business-managed power company and railroad and telephone system in the whole United States. You don't just get yourself *appointed* to this kind of job.

This on-the-ground experience—working up from the bottom—is *one* big reason why the public utility services of *this* country lead all other nations for efficient operation.

Another big reason for PP&L's fine service record is that expert advice and help from other districts and from the system's headquarters staff is ready in a moment to help every district in its technical problems. Only through a fully-developed *system* organization are such advantages to be had.

These are big reasons, too, why 90,000 customers of PP&L last year were able to use 570,000,000 KWH of electricity—why PP&L's average rate for residence service is 43% *below* national average.



...YOUR BUSINESS-MANAGED POWER SYSTEM